

# RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

AUGUST 1998

RJR Account #88080

Ms. E. Johns

J. A. CALDERON CO.

**SALEM TEAR TAPE PROMOTION #800438: SEPTEMBER**

Dear Eileen:

Attached are September orders for *Salem* .30¢ Tear Tape product. No displays are required, as retailers will utilize displays they received with the July Salem Tear Tape distribution. Ship the number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. *This product is being shipped @ .30¢ off-invoice.*

RJR will reimburse you \$4.75 per promoted 6M case for all displays packed and shipped to retail on a timely basis.

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L \_ 9 8 \_ . 3 0 / \_ 1 P K \_

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: A. Zecca  
Enc. Retail Customer List  
Wholesaler Packing Instructions

SEPSAL.DOC

51845 6472

J. A. CALDERON CO.

## SEPTEMBER DELIVERY SALEM TEAR TAPE

\*\*\* UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM AUGUST PRODUCT  
DISTRIBUTION TO MEET SEPTEMBER DISTRIBUTION AS NEEDED \*\*\*

PRODUCT PO # N/A

UPC Code	SALEM <u>BRAND STYLE</u>	#/ (6M) Cases <u>@ .30¢ Off</u>
12300-24194	Full Flavor	2
12300-24195	Full Flavor 100	1
12300-24196	Light	2
12300-24197	Light 100	1

PRODUCT / DISPLAYS ARRIVAL:

SEPTEMBER 8, 1998

SHIP DATE TO RETAIL:

WEEK OF: SEPTEMBER 14, 1998

EFT \$ AMOUNT: \$2,051.63

PACKING / SHIPPING PAYMENT \$28.50  
(6 (6M) promoted case(s) @ \$4.75).

### SEPTEMBER Drive Period 809 / Promotion #800438

**PROMOTION DESCRIPTION:**

SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER  
AS INDICATED ON THE ATTACHED CUSTOMER LIST.

RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY  
WHICH WAS SHIPPED WITH JULY PRODUCT DISTRIBUTION.

SEPTEMBER DELIVERY

51845 6473

WHOLESALER : 088080 J. A. CALDERON CO., INC. <DIRECT>  
 TEMPLATE : 800438 80900 SAL 98 .30/1 NO  
 SALES LEVEL : 16XXXX

TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	LT		LT		TOTAL	TAX	JURIS	SUPPLIER
							M85	M100	M85	M100				
162202	354171	CLYDE BARGIN CENTER	79 GLASGOW ST	CLYDE	NY	14433	9	1	2	6	18	1149-0000	NYS	
162202	486925	RICH & VERN'S	64 WASHINGTON ST	WATERLOO	NY	13165	1				1			
162202	763306	WOLCOTT BARGINE CTN	6010 NEW HARTFORD	WOLCOTT	NY	14590	3	2	10	5	20	1149-0000		
162602	268748	CFM #33-041/F	1726 LONG POND RD	ROCHESTER	NY	14606	3	1	3	2	9		NYS	
162602	268798	BOBS GROCERY	1722 LAKE RD	HAMLIN	NY	14464	2	2	2	2	8		NYS	
162602	326498	LYELL VIDEO CENTER	1366 LYELL AVE	ROCHESTER	NY	14606	1		1		2		NYS	
162602	539162	STOP-N-SHOP	692 MANITOUE RD	HILTON	NY	14468	1	1	1	1	4		NYS	
162602	684550	RITESIDE MINI MKT	2709 CHILI AVE	ROCHESTER	NY	14624	1	1	1	1	4			
162602	757361	PERRY DOLLAR & MORE	35 S MAIN STREET	PERRY	NY	14530	1				1	1149-0000		
162602	764134	N SIDE SER CENTER	4118 LAKE RD N	BROCKPORT	NY	14420	1	1	1	1	4		NYS	
162604	268721	NICKS SUPER STORE	460 MONROE AVE	ROCHESTER	NY	14607	2	2	2	2	8			
162604	268724	BI-RITE MKT	3289 E RIVER RD	ROCHESTER	NY	14623			1	1	2			
162604	268755	M&T GROCERIES	1070 STONE RD	ROCHESTER	NY	14616	1		1	1	3			
162604	268763	MCCALL MINI MART	90 MCCALL RD	ROCHESTER	NY	14615	1	1	1	1	3		NYS	
162604	268815	MAALI'S MARKET	587 MAPLE ST	ROCHESTER	NY	14611	1	1	1	1	3		NYS	
162604	269157	WORLD WIDE NEWS	100 SAINT PAUL ST	ROCHESTER	NY	14604	2	1	2	1	6			
162604	415991	REFINERS	417 MONROE AVE	ROCHESTER	NY	14607	1	1	1	1	4		NYS	
162604	442085	HESS 32324/F	975 RIDGE RD E	ROCHESTER	NY	14621	1		2		3	0353-0100		
162604	505050	DON SCOTT AUTO MART	3290 ATLANTIC AVE	PENFIELD	NY	14526	1		2	1	4		NYS	
162604	510617	HIGHLAND MINI MARKET	834 SOUTH AVE	ROCHESTER	NY	14620	1		1	1	3			
162604	527406	SHAIRI MINI MARKET	411 GENESEE ST	ROCHESTER	NY	14611	3	1	3	2	9			
162604	549096	STOP N SHOP MOBIL/F	2044 LATTA RD	ROCHESTER	NY	14612	1	1	1	1	4		NYS	
162604	559196	HENRY'S MINI MT.	519 MERCHANTS RD	ROCHESTER	NY	14609	1	1	1	1	4		NYS	
162604	592748	COM'GO MART	69 ROCHESTER ST	SCOTTSVILLE	NY	14546	1	1	1		3			
162604	633313	M&S PARTNERS INC.	DBA A PLUS	EAST ROCHE	NY	14445	1	1	2	2	6	0362-0102		
162604	651384	ABURASS MINI MARKET	495 SOUTH AVENUE	ROCHESTER	NY	14620	1	1		1	3			
162604	652088	JOE'S DELI & FOOD M	1306-1038 DEWEY A	ROCHESTER	NY	14612			2	1	3			
162604	664259	ZIADS MEATS & GROCE	452 PARSELLS AVE	ROCHESTER	NY	14609	5	2	1	1	9			
162604	705968	295 STONEWOOD INC	STONEWOOD DELI	ROCHESTER	NY	14616	1		3	1	5			
162604	716294	FT UNITED MARKET	645 CULVER RD	ROCHESTER	NY	14609	1	1	1	1	4			
162604	728375	S&F MINI MART	642 MONROE AVE #	ROCHESTER	NY	14607	1				1			
162604	743983	RANI MART	1416 CULVER RD	ROCHESTER	NY	14609	1	1	1	1	4			
162604	763722	CFM #33-054	1430 CLINTON AVE	ROCHESTER	NY	14621	2	3	2	3	10			
162604	764381	CFM #33-053/F	501 LONG POND RD	ROCHESTER	NY	14612	1		6		7		NYS	
162604	802169	DHALIWAL A-PLUS	2075 RIDGE RD E	ROCHESTER	NY	14622	1	1	1	1	4			
162605	602879	DOLLAR & MORE STORE	DBA DOLLAR & MORE LYONS	LYONS	NY	14489	5	4	5	2	16	1149-0000		

PAGE BREAK TOTAL ACCOUNTS 36 TOTAL QUANTITY 59 33 65 45 202

TEMPLATE TOTAL ACCOUNTS 36 TOTAL QUANTITY 59 33 65 45 202

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